ORDER

Flight Dates 10/30/12-11/05/12

00:15:00 Order Sep

Product Estimate # 2429

09842357 MO FOR HEALTH & EDU Alt Order# 583159 Contract / Revision

Billing Type Cash Original Date / Revision Agency Com 15%

GENERAL Order Type 10/15/12 10/15/12 **Billing Contact** Billing Cycle EOM/EOC

Advertiser Mo 4 Health & Education Billing Calendar BROADCAST 650 Massachusetts Ave NW

Suite 210 Demographic A35+ Washington, DC 20001

Agency Buying Time LLC Rev Codes SP-POL ISS POL

Buying Contact Sales Office DC-M Product Codes PL2C Sales Region NAT **Priority** 1

650 Massachusetts Ave NW Advertiser Ref Agency Ref Suite 210

Primary Account Executive Dan Driscoll

Dan Driscoll

Washington, DC 20001

Account Executive Order% Start Date End Date

100%

Order Share 20% Market Value 181825

Competing Station	% of Order	Amount
KCPT	%	0
KCTV	38%	69093
KCWE	%	0
KMBC	29%	52729
KMCI	%	0
KPXE	%	0
KSHB	13%	23637
KSMO	%	0

Billing Plan **Order Totals** Month # of Spots Net Amount Gross Amount Rating Start Date End Date # Spots **Net Amount Gross Amount** \$36,365.00 0.00 10/29/12 11/05/12 \$30,910.25 \$36,365.00 November 2012 38 \$30,910,25 Totals 38 \$30,910.25 \$36,365.00 0.00

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Ln Ch Start End	Inventory Code	Break	Start/End T	îme Days	Len S	oots	Rate Pri	Rtg Type	Spots	Amount
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	M-F 5-530a									
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	M-F 5-530a		,	····						
FOX News										
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Contract / Revision

583159

Flight Dates 10/30/12-11/05/12

Hiatus Dates

Original Date / Revision 10/15/12/ 10/15/12

<u>Order Sep</u> 00:15:00

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	LIVE '	WITH KEL	LY	141-1 10-1 10						1		
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583159

Flight Dates 10/30/12-11/05/12

<u>Hiatus Dates</u>

<u>Original Date / Revision</u> 10/15/12/ 10/15/12

<u>Order Sep</u> 00:15:00

Ln Ch	Start	End	Inventory Code	Break	Start/End T	Time Days	Len Sp	ots	Rate Pri	Rtg Type	Tota Spots	ils Amount
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I IVE W	VITH KEL	IV	M-F 10-11a							1		
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Ĕ 17 4	10/30/1	2 10/30/12	M-F 12p-1p	CM-Ail	12-1p	~ * * * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ * ~ ~ * ~ ~ * ~ ~ * ~ ~ ~ * ~ ~ ~ * ~ ~ ~ ~ ~ ~ ~ ~ ~ ~ ~ ~ ~ ~ ~ ~ ~ ~ ~	:30	1	\$500.00 1	0.00 NM	1	\$500.0
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583159

Flight Dates 10/30/12-11/05/12

Hiatus Dates

Original Date / Revision 10/15/12/ 10/15/12

Order Sep 00:15:00

Print Date: 10/15/12

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Ln	Ch	Start	End	Inventory Code	Break	Start/End T	ime Davs	Len Spo	ots Rate Pri	Rtg Type	Tota Spots	IS Amount
E 24	4		2 11/05/12	M-F 5-6p		5-530p	М	:30	1 \$1,000.001	0.00 NM		\$1,000.00
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		art Date	End Date	Weekdays	Spots/Week	Rate	Rating			ļ		
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E 29	66K: 11	105/12	11/11/12 2 10/30/12	M M-F 9-10p		\$3,300.00 930-10p	0.00 -T	:30	1 \$1,800.001	0.00 NM	1	\$1,800.00
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W	****	art <u>Date</u>)/29/12	End Date 11/04/12	<u>Weekdays</u> W	Spots/Week 1	<u>Rate</u> \$1,800.00	Rating 0.00					
Ę 31	4		2 11/01/12	M₂F 9-10p		930-10p	T	:30	1 \$1,800.001	0.00 NM	1	\$1,800.00
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	News			M-F 10-1030p								
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WDAF-TV

Print Date: 10/15/12

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Flight Dates 10/30/12-11/05/12

<u>Hiatus Dates</u>

Original Date / Revision 10/15/12/ 10/15/12

Contract / Revision

Order Sep 00:15:00

Advertiser Mo 4 Health & Education Product MO FOR HEALTH & EDU Estimate # 2429

											Tota	ıls
<u>Ln</u>	Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Spots	Rate Pri	Rtg Type	Spots	Amount
E 34	4	10/30/13	2 10/30/12	M-F 10-1030p M-F 10-1030p	CM-Ail	10-1030ρ	(v)	:30	\$1,800.001	0.00 NM	1	\$1,800.00
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E 35	4	10/31/12	2 10/31/12	M-F 10-1030p M-F 10-1030p	CM-AII	10-1030p	~ ~ W ~ ~ ~ ~	:30 1	\$1,800.001	0.00 NM	1	\$1,800.00
4	lews											
		rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating					
	ek: 10/		11/04/12	~-W-~-		\$1,800.00	0.00					
E 36	4	11/01/12	2 11/01/12	M-F 10-1030p	CM-All	10-1030p	*T	:30 1	\$1,800.001	0.00 NM	1	\$1,800.00
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יו		D-1-	E-4 D-4-	Westeless	0	0						
1010	<u>Sta</u> ek: 10/:		End Date 11/04/12	<u>Weekdays</u>	Spots/Week	Rate	Rating					
	nii iraan nii maa	And the Control of th				\$1,800.00	0.00					_
E 37	4	11/02/12	11/02/12	M-F 10-1030p M-F 10-1030p	CM-All	10-1030p	~ ~ ~ F ~ m	:30 1	\$1,800.001	MA 00.0	1	\$1,800.00
ħ	lews			M=L 10-1030b								
•		rt Date	End Date	Weekdays	Spots/Week	Rate	Rating					
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	Sta	rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating			İ		
We	ek: 11/(05/12	11/11/12	M	1	\$1,800.00	0.00					
piera justicia de la constanta	MANAGE FRANCISCO				Vol. 32 delica de la financia del Carrero	1019-1019-1-1-1019-1-1-1-1-1-1-1-1-1-1-1				Totale	99.00	200000

Totals 38 \$36,365.00

EOM/EOC

SP-POL ISS

A35+

Billing Calendar BROADCAST

POL



Contract / Revision

Original Date / Revision

10/15/12

Buying Time LLC

WDAF-TV

583117

10/15/12

Flight Dates 10/23/12-10/29/12

00:15:00 Order Sep 2428 Estimate # **Product** 09842356 Alt Order# MO FOR HEALTH & EDU Cash Billing Type Agency Com 15% **GENERAL** Order Type **Billing Contact**

Billing Cycle

Rev Codes

Advertiser Mo 4 Health & Education 650 Massachusetts Ave NW

> Suite 210 Demographic Washington, DC 20001

Agency **Buying Contact**

Sales Region NAT 650 Massachusetts Ave NW Agency Ref

Suite 210 Washington, DC 20001

Product Codes PL2C Sales Office DC-M **Priority** 2 Advertiser Ref

Primary Account Executive

Dan Driscoll

Order% Start Date End Date Account Executive Dan Driscoll 100% Order Share 20% Market Value 181750

> Competing Station % of Order **Amount** 0 KCPT 69065 38% **KCTV** % 0 **KCWE** 29% 52707 **KMBC KMCI** % 0 0 % **KPXE** 13% 23627 **KSHB** % 0 **KSMO**

Billing Plan Order Totals Net Amount Gross Amount # Spots Rating Start Date End Date # of Spots Net Amount Gross Amount Month \$27,000.00 0.00 10/01/12 \$22,950.00 10/28/12 25 \$27,000.00 \$22.950.00 October 2012 25 7 \$7,947.50 \$9,350.00 0.00 10/29/12 10/29/12 \$9,350.00 November 2012 7 \$7,947.50 0.00 \$36,350.00 \$30.897.50 Totals

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Print Date: 10/15/12

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Flight Dates 10/23/12-10/29/12

Hiatus Dates

Original Date / Revision 10/15/12/ 10/15/12

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Print Date: 10/15/12

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Flight Dates 10/23/12-10/29/12

<u>Hiatus Dates</u>

Original Date / Revision 10/15/12/ 10/15/12

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FOX News				8-9a		(8:00 AM-9:	30 AM)						
	FOX N	lews											

Print Date: 10/15/12

Page 4 of 4



ion 583117

Flight Dates 10/23/12-10/29/12

<u> Hiatus Dates</u>

<u>Original Date / Revision</u> 10/15/12/ 10/15/12

Order Sep 00:15:00

i	Ch	Stort	End	Inventory Code	Brook	Start/End T	ime Days	Len Sp	ote Rate Pri	Rtg Type S	Tota	ls Amount
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F	OX N	lews		0.00		(2.2.2.1	,					
		art Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating					
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	-	art Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating					
)/22/12	10/28/12	F	1	\$825.00	0.00		400000	0.00.101		\$ 0.95 0.0
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F	OX N	lews		6-98		(6.00 MW-5.	JO PAW)					
-		art Date	End Date	Weekdays	Spots/Week	Rate	Rating					
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E 26	4	10/29/1	2 10/29/12	Monday Prime A	CM-AII	7p-8p	M	:30	1 \$3,300.001	0.00 NM	1	\$3,300.00
Е	30NE	e		FOX Prime Mond	ay 7-8p							
E		art Date	End Date	Weekdays	Spots/Week	Rate	Rating					
We		0/29/12	11/04/12	M		\$3,300.00	0.00					
E 27	4	10/23/1	2 10/23/12	M-F 10-1030p	CM-All	10-1030p	~T~~~~	:30	1 \$1,800.001	0.00 NM	1	\$1,800.00
				M-F 10-1030p								
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Mε	*	tart <u>Date</u> 0/22/12	End Date 10/28/12	<u>Weekdays</u> -T	Spots/Week	<u>Rate</u> \$1,800.00	Rating 0.00					
E 28	4		2 10/24/12	M-F 10-1030p	,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,	10-1030p	W	:30	1 \$1,800.001	0.00 NM	1	\$1,800.00
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		tart Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating					
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E 31	4	10/23/1	2 10/23/12	Tuesday Prime B		8p-9p	-T	:30	1 \$2,800.002	0.00 NM	1	\$2,800.00
	NIETA/	CIDI /MIMI	OY PROJEC	New Girl / Mindy	Preject							
Į.		tart Date	End Date	Weekdays	Spots/Week	Rate	Rating					
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ì	News	last Chata	End Data	Monketern	Cnatalitati	Doto	Poting					
\/ <i>Ie</i>		tart <u>Date</u> 0/22/12	End Date 10/28/12	<u>Weekdays</u>	Spots/Week 1	<u>Rate</u> \$1,800.00	Rating 0.00			<u>.</u>		
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EOM/EOC

WDAF-TV

ORDER

Flight Dates 10/16/12-10/22/12

00:15:00 Order Sep

Billing Cycle

Estimate # 2427 Product

MO FOR HEALTH & EDU Alt Order # 09842354 583111 [/] Contract / Revision

Billing Type Cash Original Date / Revision Agency Com 15%

Order Type **GENERAL** 10/15/12 10/15/12 **Billing Contact**

Advertiser Mo 4 Health & Education 650 Massachusetts Ave NW Billing Calendar BROADCAST

Suite 210 Demographic A25-54 Washington, DC 20001

Agency Buying Time LLC POL SP-POL ISS Rev Codes

Buying Contact Product Codes PL2C Sales Office DC-M

Sales Region NAT **Priority** 1 650 Massachusetts Ave NW

Advertiser Ref Agency Ref Suite 210

Primary Account Executive Dan Driscoll

Washington, DC 20001

Start Date End Date Account Executive Order%

100% Dan Driscoll Order Share 21% Market Value 54761

Competing Station	% of Order	Amount
KCPT	%	0
KCTV	38%	20809
KCWE	%	0
KMBC	29%	15880
KMCI	%	0
KPXE	%	0
KSHB	12%	6571
KSMO	%	0

Order Total					ıg Plan			
Month	# of Spots	Net Amount	Gross Amount	Rating Start Date	End Date	# Spots	Net Amount G	Bross Amount
October 2012	10	\$9,775.00	\$11,500.00	0.00 10/01/12	10/22/12	10	\$9,775.00	\$11,500.00
Totals	10	\$9,775.00	\$11,500.00	0.00				

												Tota	ıls
Ln	Ch	Start	End	Inventory Code	Break	Start/End	Гime Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
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	Sta	art Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
V	/eek: 10	/15/12	10/21/12	T	1	\$500.00	0.00						



583111

Flight Dates 10/16/12-10/22/12

Hiatus Dates

Original Date / Revision 10/15/12/ 10/15/12

<u>Order Sep</u> 00:15:00

Advertiser Mo 4 Health & Education Product MO FOR HEALTH & EDU Estimate # 2427

											Tota	als
Ln	Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Sp	ots Rate P	ri Rtg Type S	Spots	Amount
E 4	4	10/19/1	2 10/19/12	M-F 12p-1p M-F 12-1p	CM-All	12-1p	F	:30	1 \$500.001	M/ 00,0	1	\$500.00
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Totals 10 \$11,500.00